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Economic Development Profile of the Crawford Street Corporation Site in St. Johns



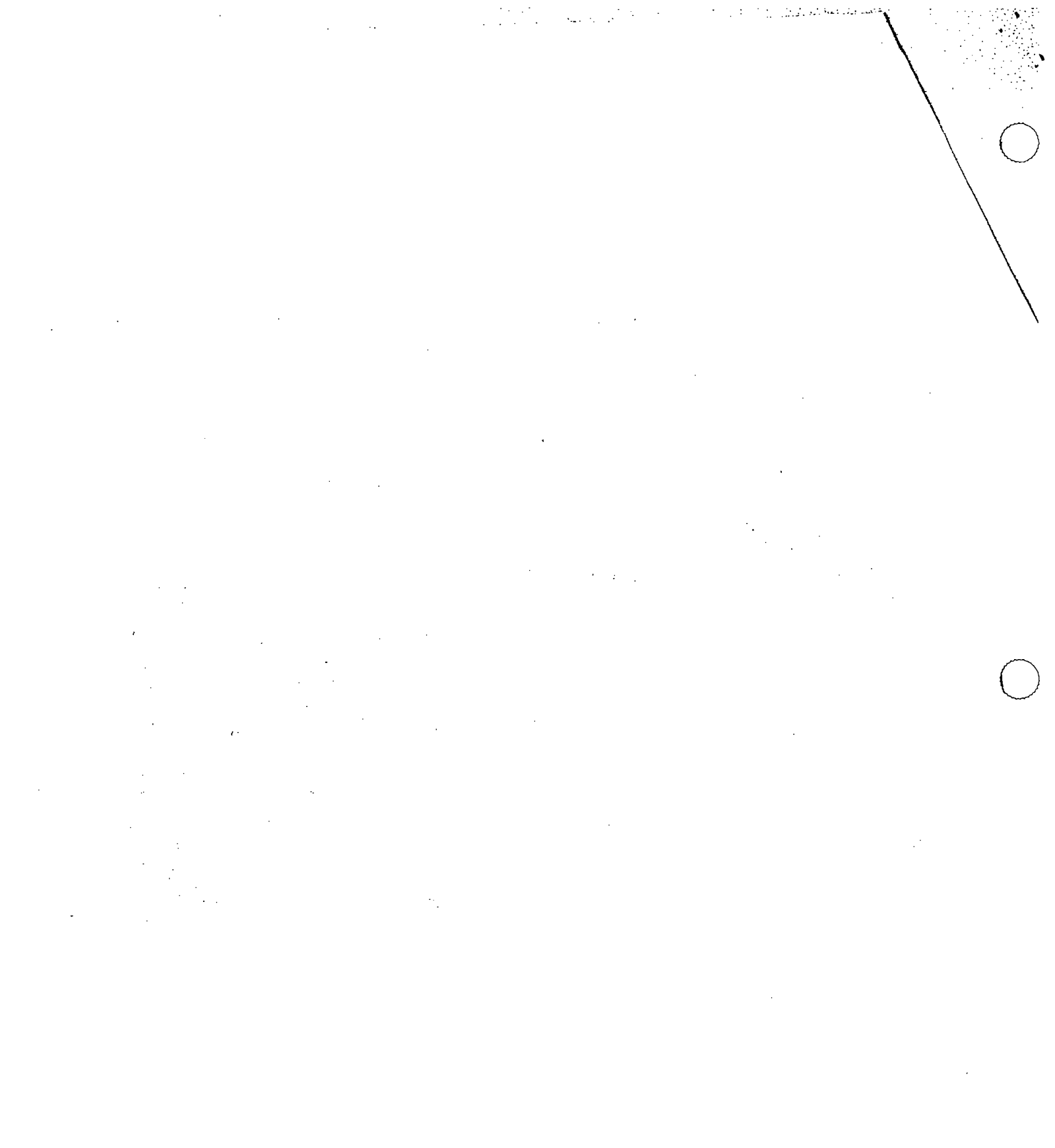
January 25, 2005

Prepared by the Bureau of Planning
City of Portland, Oregon

USEPA SF



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Cover Photo: Southeastern view of the Willamette riverfront area from the St. Johns Bridge. The Water Pollution Control Laboratory is in the foreground. The Crawford Street Corporation site is shown in the background.

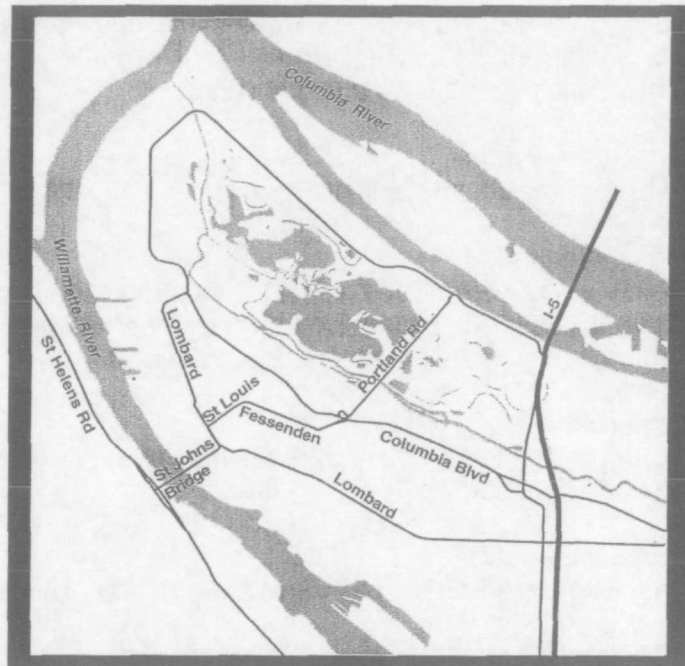
Crawford Street Corporation Site 8524 N. Crawford Street, Portland, Oregon 97203

LOCATION: The Crawford Street Corporation site is located on the east bank of the Willamette River, within the St. Johns town center of Portland, just south of the St. Johns Bridge. It is within the Cathedral Park neighborhood.

SIZE: 10 + acres in area and over 1,000 feet of river frontage.

OWNERSHIP: Crawford Street Corporation, Tax Acct. #s R263874 and R263875

RECENT USE: Lampros Steet leased the site for structural steel sales and distribution for the past 17 years. Late in 2004, the owners of Lampros Steel decided to relocate to the Rivergate industrial district in North Portland.



2002 Orthophotos

The Crawford Street Properties site is outlined in red.

PERMITTED USES/ ZONING FACTORS

Zoning

General Employment 2, with greenway general and water quality overlay zones (EG2gq)
Riverfront Subdistrict of the St. Johns Plan District. The water quality overlay zone (q) requires a 50-foot setback from the river's top of bank.

Comprehensive Plan

Central Employment with design overlay zone (EXgqd).

Housing potential

Prohibited with current EG2 zoning, allowed through zone change (land use review) to EX.
Minimum density is 1 unit per 1,000 square feet of site area. No maximum number of units; limits are governed by height and floor area ratios.

Retail potential

Allowed, but limited to 10,000 square feet for each use. Conditional use required for more than 60,000 square feet per site.

Office potential

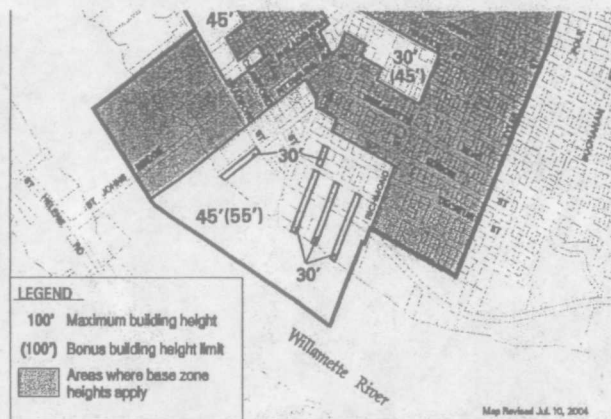
Prohibited with current EG2 zoning. Allowed through zone change (land use review) to EX.

Allowed height

45 feet. Up to 55 feet possible with a discretionary design review (land use review). View corridors align with the existing street network; building height is limited to 30 feet in these areas.



Existing Zoning



Maximum Building Heights

Other Site Characteristics

Active rail line with direct connection to the Port of Portland's Terminal 4.
1,000 + linear feet of river frontage.

RELEVANT MARKET FACTORS

Area Assets

Key assets of the St. Johns area are the St. Johns Bridge, Cathedral Park, and an historic storefront downtown.

Proximity to natural areas such as the Willamette River, Forest Park, Smith and Bybee Lakes, the 40-Mile Loop Trail, make it an attractive place to live.

Demographics

Over the last 20 years, population of the St. Johns area expanded by about eight percent. Traditionally a working-class neighborhood, the area is undergoing change and experiencing an influx of college-educated professionals. There is also an established and growing arts and culture community.

The area is ethnically and racially diverse, with 1/3 of the population nonwhite.

Market area demographics currently support a greater diversity of retailers than at present, particularly in the apparel, household furnishings, and book categories. A significant amount of buying power is "leaking out" of the area.

Redevelopment Potential

Underutilized lands near the Willamette River and key sites in downtown St. Johns provide an opportunity for redevelopment that can help support more vital town center .

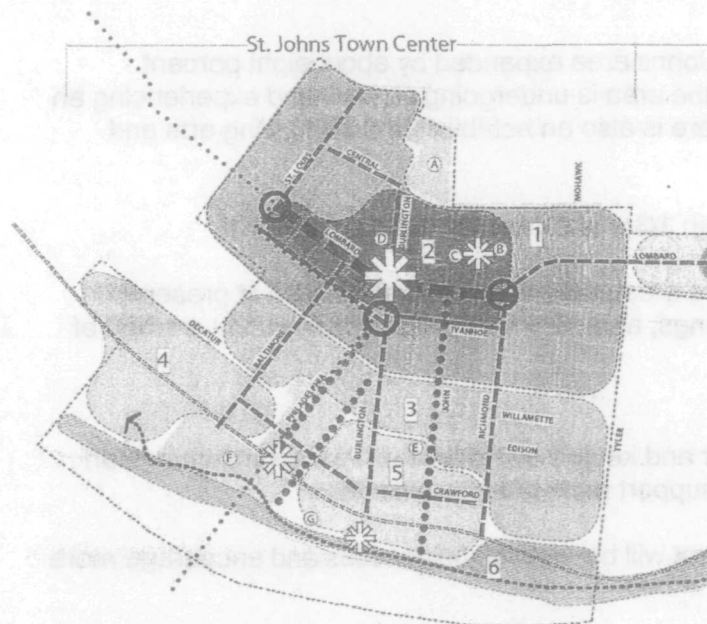
Additional housing and mixed-use development will boost local businesses and encourage more pedestrian activity,

Public Investment

Public improvements are planned in 2006 that will focus on pedestrian safety and freight mobility.

THE VISION FOR THE ST. JOHNS RIVERFRONT

The St. Johns town center consists of three subareas: downtown St. Johns; the hillside neighborhood; and the Willamette Riverfront. The Crawford Street Properties site is within the Willamette Riverfront subdistrict, which is composed of an eclectic mix of uses that takes advantage the unique location near the Willamette River. The northern section focuses on employment and industrial activities along with other compatible uses. The southern section offers opportunity for future change to allow a broader array of land uses to support the town center.



The Willamette riverfront south of Cathedral Park offers a unique opportunity to link the town center commercial core to future development of a mixed-use place at the riverfront.

The Crawford Street Properties site is identified as site G, within the Riverfront Subdistrict.

Urban Development Concept

St. Johns is distinctive in the City of Portland in that it is one of the few communities with direct access to the Willamette River. Because the riverfront area is within walking distance of downtown St. Johns, it is considered a significant element of the town center and an area where numerous opportunities exist for additional housing, employment, and recreational development. This area is also unique in that it contains two large publicly owned recreational facilities and significant tracts of riverfront native vegetation and river beach areas.

Although the St. Johns riverfront contains a mix of uses complemented by sections of public trails and recreational facilities, as well as commanding views of the Willamette River, the St. Johns Bridge, and Forest Park, the full potential of this area has yet to be realized. The Bureau of Planning seeks to encourage redevelopment through public and private investment throughout the riverfront area to maximize the area's potential and ability to contribute to the town center. The vision is for evolution of the riverfront south of the St. Johns Bridge into an area with a mix of uses that celebrate the unique qualities and attributes of the riverfront and reinforce the public enjoyment and investment in the Willamette greenway.

The *St. Johns/Lombard Plan* (adopted June 2004 by the Portland City Council) sets the framework for this vision. The plan is in effect and implemented changes to zoning and other development regulations. It is a successful cooperative effort supported by the community and the City of Portland.

CURRENT MOMENTUM

New Safeway store

Safeway recently opened a new store in downtown St. Johns. The 54,000-square-foot building includes a Starbucks Coffee, China Cuisine, "from scratch" bakery and full-service deli. The store brings 100 new jobs to the community and employs about 160 people.

New life for the old Safeway

The former Safeway store, located on a 2.4-acre site in proximity to the new store, has been purchased by a housing developer who plans townhouse condominiums.

Individual commitment contributes to an improved outlook

Small businesses, such as Weir's Cyclery, and building restorations, such as the old Multnomah Theatre and Signal Gas Station, have contributed to an improved atmosphere within the business district.

St. Johns Bridge

The St. Johns Bridge restoration is nearing completion, and will be the site of a major public performance in September, associated with the Lewis and Clark Bicentennial commemoration.

Crawford Street Properties Site

Lampros Steel announced its plans to move operations to the Rivergate Industrial Area, freeing up 10 acres of potential for the St. Johns town center.

Other Development Activity

The Cathedral Park hillside has experienced recent residential infill, consisting primarily of rowhouse development.

New Columbia is an innovative mixed-income housing development under construction in the nearby Portsmouth neighborhood, with housing units available this summer. The planned 850 housing units are a mix of public housing, affordable rental housing, elderly housing and homes for sale.



View of St. Johns - 20 Year Vision

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This concept illustration of the riverfront and hillside areas shows a possible build out with a mix of housing, employment and small commercial uses.